

SOCIAL MEDIA HOW-TO GUIDE

The Scinnovent Centre;

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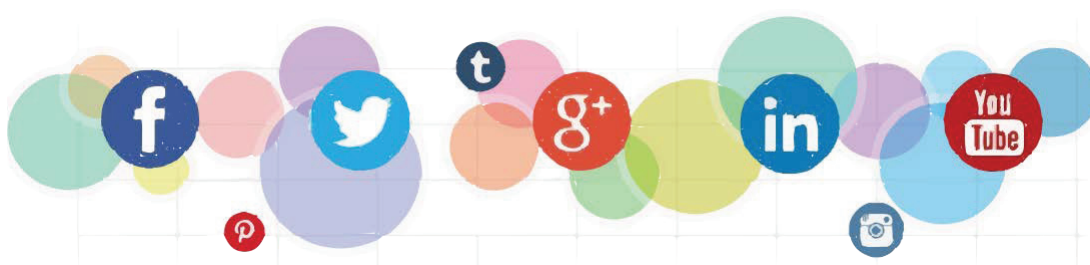
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IDRC Grant/ Subvention du CRDI: 108349-003-Strengthening partnerships among Africa's science granting councils and with the private sector



Strategic communication and engagement with private sector

A training for Science Granting Councils in Africa

Social media for Researchers

Social Media

Social media is all about relationships and much Like offline relationships, the value of your online relationships is based on the time you invest in building them. While most people may not be able to spend hours on social media every day, if they are strategic about the time we do invest, the results can be huge and transformational.

The secret is to find and build your clique – the people and organizations that care about the issues you care about and engage about the topics you want to engage in. Instead of blindly casting your net into the vast special media ocean, for example, you can find and enter smaller rooms where people are having conversations that you can contribute to and influence

Needs Assessment report

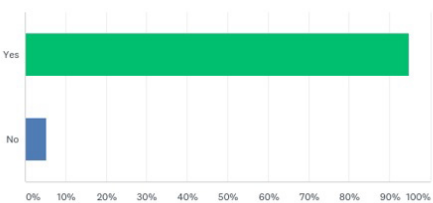
An online pre-training survey was administered to the participants to understand what the participants thought to be the most important topics to cover in our training session. The Pre-Training assessment was created so as to ensure that the participation of the respondents in the upcoming training is maximized and that the training delivered an effective, customized learning experience that will respond to their needs and experiences. From this pre training survey the needs of the participants were assessed

The needs assessment report indicated that the participants of the training mostly used reports, emails and phone calls as the main mediums of communication. This presented a gap in digital communications providing us with the premise for the digital media section of our training. Majority of the respondents indicated that use social networking sites for personal use with large preference for Facebook, Linked in, Instagram and twitter respectively. They mostly use these platforms to communicate with close friends and family with majority of them never engaging partners and donors online.

This provided the basis for the creation of this social mediaguide that would help the participants better understand and use social media in their work and in collaborating with the private sector

Q21: Do you use social networking sites (personal use)?

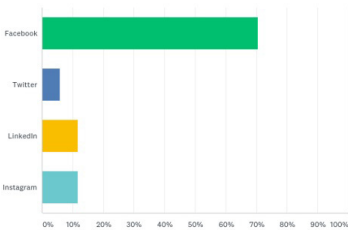
Answered: 19 Skipped: 4



!image 1: Needs assessment survey

Q22: Which of the following social networking sites do you use?

Answered: 17 Skipped: 6



!image 2: Needs assessment survey

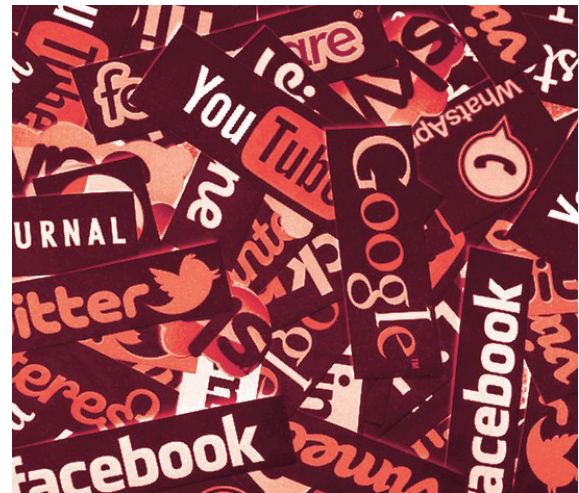
Join & Build the Conversation

Using hashtags allows you to join, share and shape the space around the conversation.

Search for the interested hashtag/topic to find out what others are saying/sharing.

Contribute by engaging with others to the conversation.

Invite your friends, followers, partners, and networks to join the conversation. (You can mention/tag them individually or send direct messages to those who follow you.



Amplify Voices

Share other people's content and credit them in your posts.

Regularly check the topics/hashtags and share the valuable content to increase its reach.

Quote other people's posts if you have a comment to add, or if you think you will help amplify it even more and significantly increase the reach of the content.

Invite others who are posting about similar issues to join the conversation.

Build your tribe

Find your tribe– create a list of all the people and organizations you interact with online

Build your tribe– By creating this list you already have your band of thieves who will push the agenda and share each other's content whenever given the chance

Participate in the chats, webinars and other social activities that engage the people in your tribe





Social Media for beginners

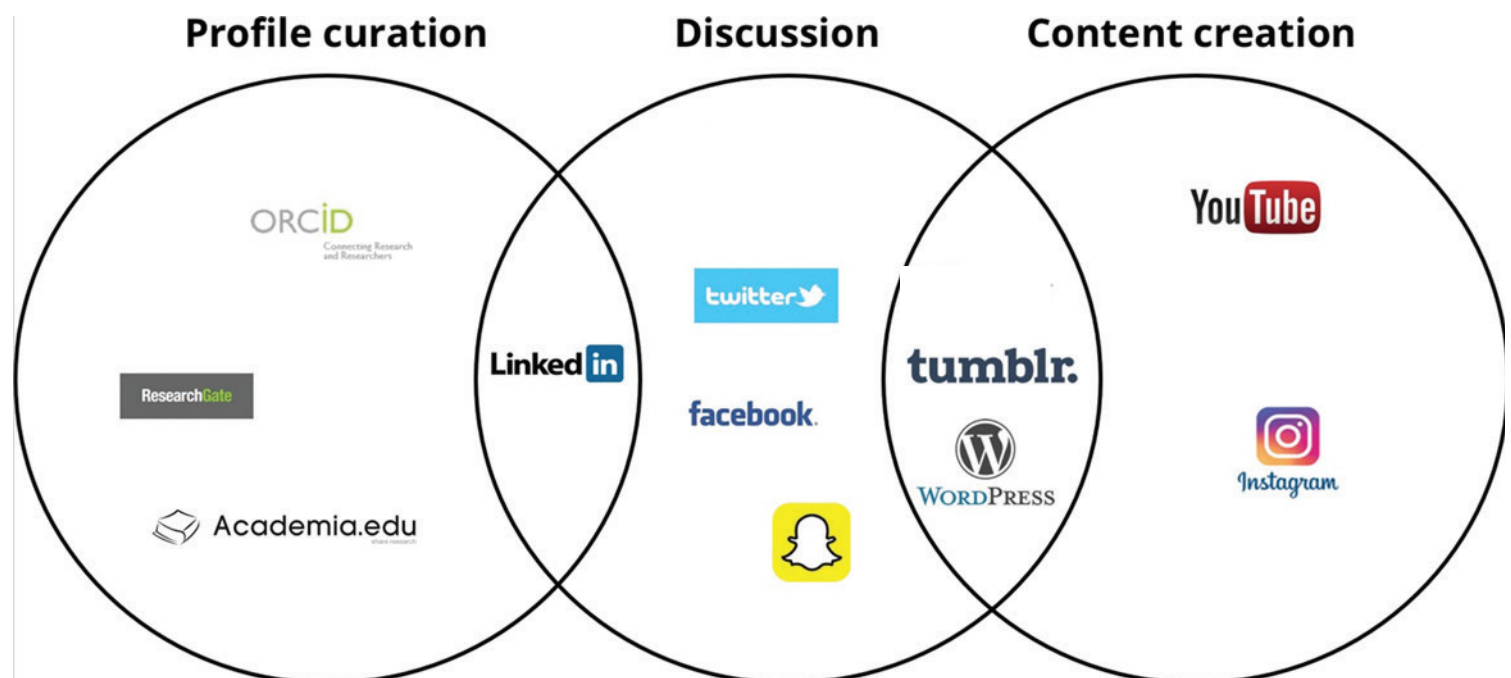
Social media regardless of the platform has some similar rules that if followed can help build your online presence to be as influential as you want to be. The following 10 points will enable you to empower your digital media and use it to further build your online networks

- Content will always be king! Share your best content and Give your followers content that they'll want to share/engage with. Ask yourself, "Would I like and share this if I didn't work for this organization?"
- Personify your Social media accounts. People connect with people and not with institutions. Give your organization a human touch, define your voice, and remain consistent.
- Create a list of at least 30 strategic partners and friends that are likely to share your content. Consistently engage them in sharing their content and engaging them in conversation
- Use images in your posts whenever possible, as images are more visually appealing and they generate higher engagement.
- Create a list of at least 10 influencers that follow you. These are your social influencer ambassadors.
- Mention each other in posts to increase engagement
- Share your tribes Calls-To-Action (Follow/Like our social media pages; join our twitter chats).
- Use a social media management tool like www.Tweetdeck.com or www.Hootsuite.com and create a column to track any relevant conversations.
- Create a list of at least 10 influencers you would like to enroll in supporting your work. Begin to build relationships with them by engaging with their content first, and then sharing your content with them next.
- Finally, analyze your social media activity and grow. At least once a week (if possible once a day), check your social analytics to gauge how your posts are performing based on number of impressions, engagements, and new followers gained. Learn from this information and insights to improve your strategy.

Social Media Platforms

Social media is the collective of online communications channels dedicated to community-based input, interaction, message -sharing and collaboration.

for researchers we have 3 ways of using the platforms in profile curation, discussion and content creations



Profile curation refers to platforms which primarily host a public profile of the user.

examples include
Academia.edu
Orcid
Research gate

Discussion platforms are avenues for dialog and comments.

examples include
Facebook
Twitter
Snaphat

Content creation platforms are used for creating content about the researcher and their research.

examples include
Youtube
Instagram

R^G Research Gate

No of users
11 Million users

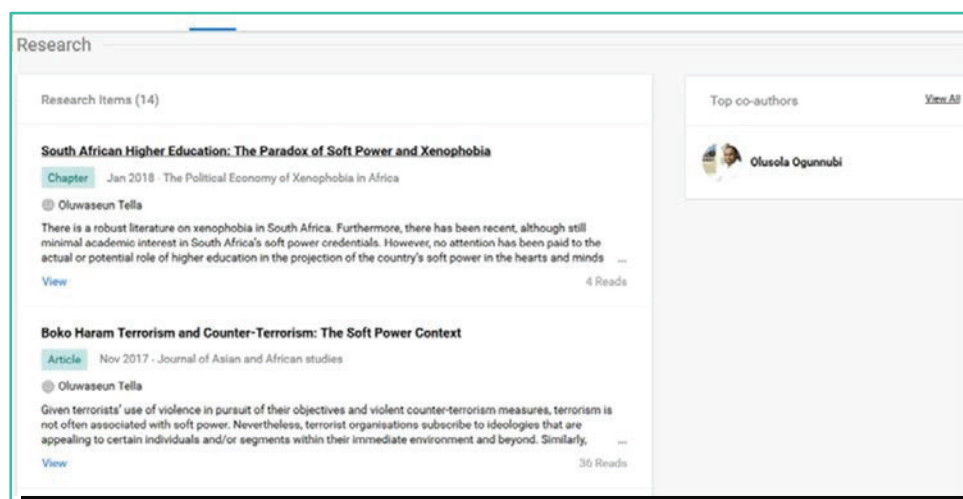
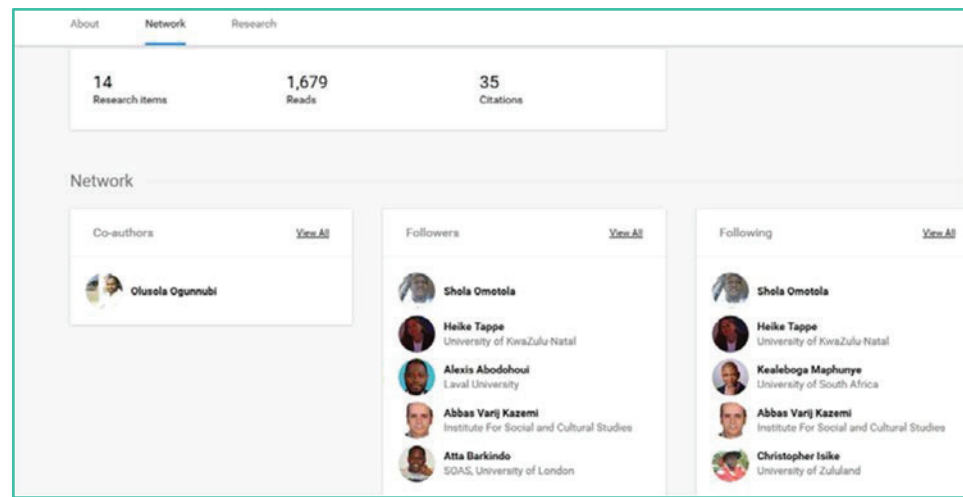
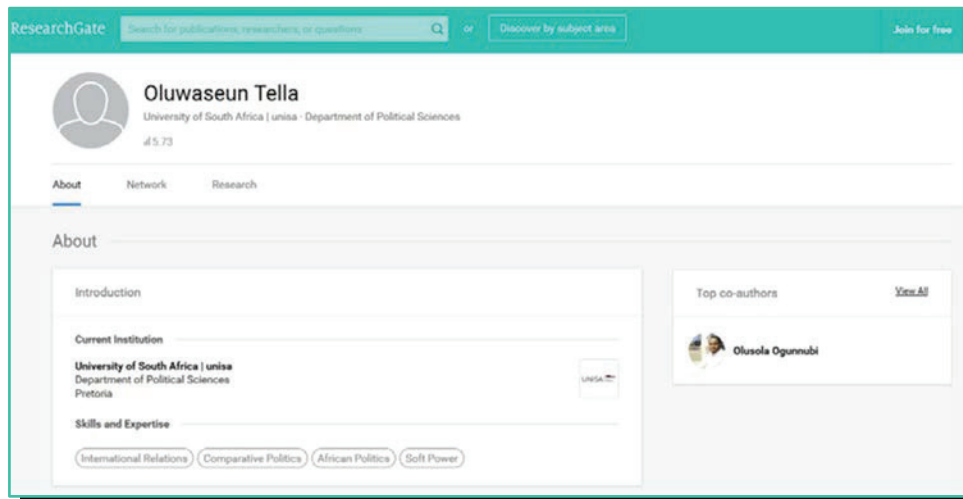
Best for
*Networking site for
scientists and researchers*

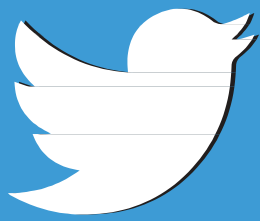
Audience type
Researchers

Open Account > Connect with Peers > Share work

BEST PRACTICE

- Share papers
- Ask & answer questions
- Find collaborators





Twitter

No of users

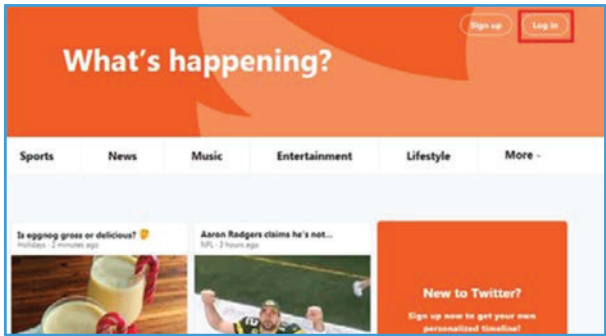
6.8 Million (Africa)

Best for

Real time content & interaction

Audience type

Varying

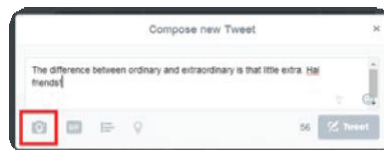


BEST PRACTICE

- Choose a short user name!
- Look for hashtags used in your field
- Use URL shorteners like bit.ly to help save space when you are sending links.

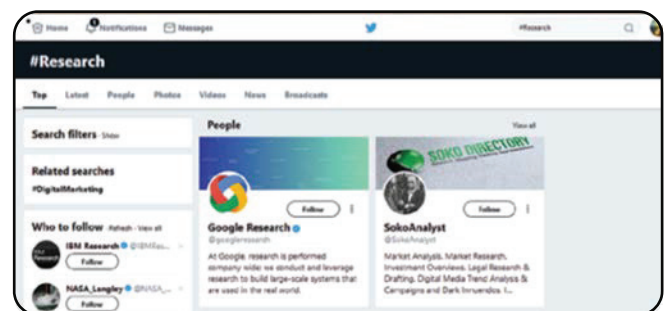
Tagging

Tagging allows users to increase their reach without having to include the names on the tweet



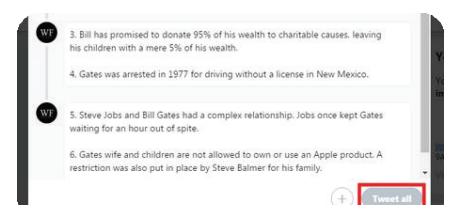
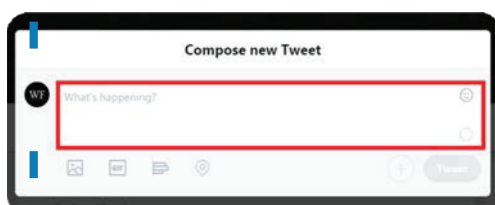
Hashtags

- Twitter users put hashtags in their tweets to categorize them in a way that makes it easy for other users to find and follow tweets about a specific topic or theme



Threads

- Threads have become popular because they allow for more space, which allows for more context and thought than even a 280-character tweet. In a world where nobody seems to believe anybody, a little extra space to explain can be invaluable.





Linked in

No of users

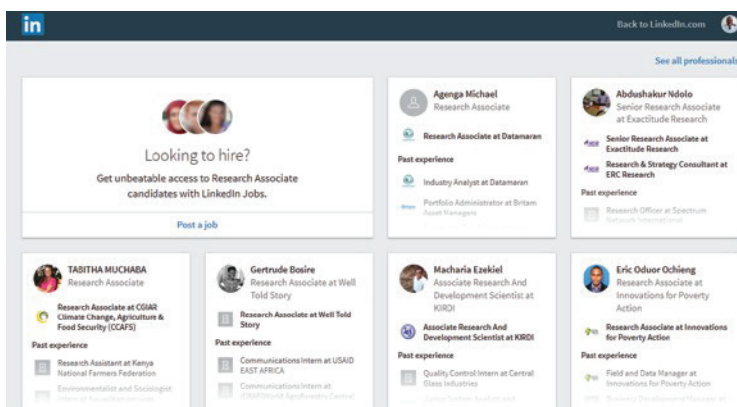
467 million users

Best for

Business & employment oriented
social networking service

Audience type

Professional networking



Best posting times:

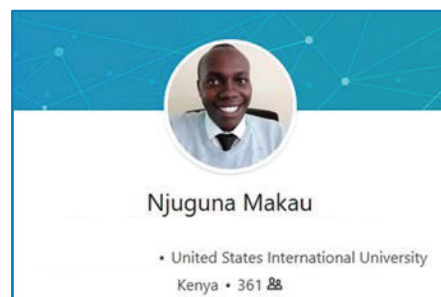
Mon - Fri, 7am - 8am and 5pm - 6pm
Tue between 10am - 11am

Best practice: Network



- Create a network of colleagues & professionals in your field from whom you can seek advice;
- Stay in touch with past and present colleagues;
- Discover connections when you're looking for a job;
- Recommend and endorse others;
- Receive recommendations from colleagues;
- List your skills and experience; and join groups and participate in discussions

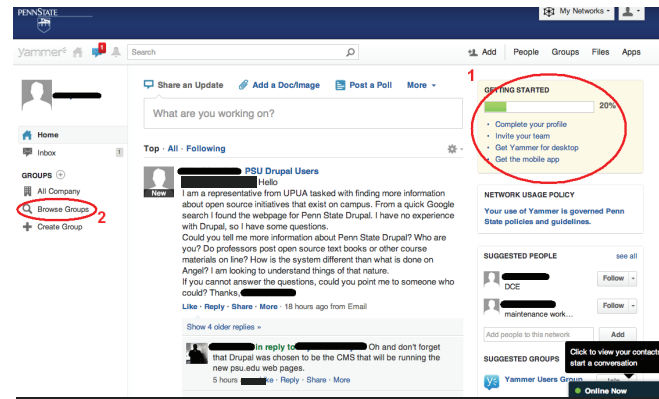
Best practice: Profile



- Add a professional-looking photograph of yourself.
- Customize your profile's URL to include your name
- Be sure to share your publication list,



Yammer is an enterprise social network; this means that unlike other social media sites such as Facebook or Twitter – which are designed for public use – Yammer is designed for private communication for members within a given organization. It is a social network for businesses and companies.



TM

Opening an account

If you're creating a Yammer account for your business, you'll need a valid company email address. You'll be sent a confirmation email and then you can log into the Yammer system.

If you're being invited to join a Yammer network, you'll receive an email from the network's administrator; follow the link, and you'll be directed to Yammer's main page.

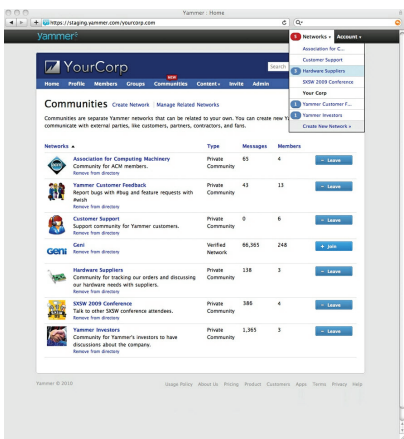
Feeds

Officially, Yammer refers to all communications that take place on the site as "Yams". Yams are sorted into various feeds. A feed, if you're new to social media, is a way of grouping certain kinds of messages.

You can customize Yammer to show the feeds you prefer in any order from Sent, Received, Liked, Bookmarked, All and Groups

Yammer Etiquette

- Proof read your posts
- Observe Network culture in tone and language
- Be careful of what you post, the internet never forgets.
- If a conversation digresses from the main topic it is best discussed in the private messages.





Video sharing platforms

Videos are an important part of social networking. they allow the content creators to share their work and extend the life of the event or project. The most famous video streaming platform is YouTube. This video platform has 2.9 billion views in a month and is best used for video streaming and sharing

Video sharing platforms include



Messaging Platforms

With research studies on the rise, it is only a matter of time before secure text messaging is used in these studies to increase effectiveness and ease. Secure text messaging can aid in reaching the greater populations and in networking with other fellow researchers. Platforms like Telegram allow the users to share various types of large files making the platform convenient for sharing data and information securely

Some of the platforms include

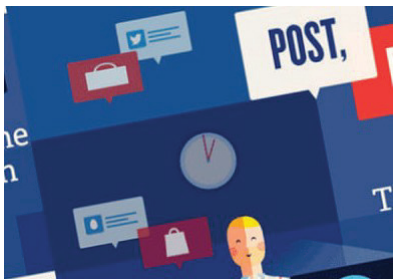


Photo sharing platforms

Many researchers may feel that image sharing platforms will not fit well into their online communication strategy, which focuses on words, academia, nuanced research terms and ideas. Images are global and can be understood despite the difference in languages, they are easily distributed and they are easily digestible which is why researchers need to start using image sharing platforms to enhance their communications

Some of the platforms include



Scheduling tools

These are tools and applications that are used to schedule and post content on the different social media platforms that are used. Some of these tools include.





Collaborative platforms

These are platforms that allow users to partner and collaborate on project. They give access to data and information to all parties involved. These collaborative platforms can be used to share data or allow the input of data by different people in different organizations. They can also allow assignment of tasks and tracking of project progress based on the assigned tasks. These platforms vary in use and features.

These Collaborative platforms include   slack

Always remember:

- The internet never forgets. Even if deleted the internet has a great memory and will always have a copy of the same information.
- Do not post any information you might feel to be too personal about you
- Always do a first draft of every post to be confirmed before uploading. Remember the internet never forgets.
- Never post anything while emotional or worked up.
- Set aside some time to regularly work on and share social media posts and content
- You are limited by your own creativity, Social media is a place one can build relationships and followings beyond normal workplace settings. How you share your content, engage and maintain your audience is only limited by your imagination.
- Images work better. Images are worth 1000 words and this is true when sharing content. Images can easily attract and set the tone and context for your content before a reader dives in to the read.

This social media guide was developed for the participants of the
Strategic communication and engagement with private sector
training by the
Science Granting Councils in Africa

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Designed by N Makau